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*Legal Department*  
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*Am 3*

# Shoptalker

THE MAGAZINE OF PARKER PEN EMPLOYEES

# Shoptalker

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## COVER STORY

The Jotter ball point pen has brought to Arrow Park countless machines similar in their intricacies to the one operated by Homer Smith on this month's monochrome cover. And with the machines has come change. The effects of Jotter on Arrow Park are surveyed by L. Jack Bennett in an interview beginning across the page.



"We've learned  
to work fast  
with close  
tolerances."



## Talk About Jotter Production

An interview with Plant Superintendent L. Jack Bennett

"It's pretty easy to say 'Sure, we're in the ball point business and have made upwards from 35,000,000 of them, including refills, since 1954', but I don't really think most people know what that means in terms of tools, machinery, and new ways of thinking. There's a lot more to it than just running the motors faster.

"You take the simple matter of stock for ball seats, the brass tip of a ball point pen. It comes to us in 10-foot-long brass rods, like a long piece of wire. Our speci-

fications on this material won't allow more than three-tenths of 1,000ths of an inch variance. To get this from a supplier costs twice the ordinary cost of similar brass rod. And when you figure that a hair on your head is only 3,000ths of an inch thick, you understand why it costs us more.

"And we don't just depend upon the supplier to maintain that tolerance. We check every piece of stock—full length—with a special gauged micrometer that costs over \$100 instead of just a few dollars like most micrometers. With this the inspector sees a reading rather than depending upon his own sense of 'feel.'

"This brass stock is fed into special Swiss machines (they make watches with these same machines) which perform nine operations and turn out finished ball point seats. These machines cost us \$13,500 apiece and the tools used in them have to be sharpened on a special grinder costing \$2,900. It has diamond wheels—they cost \$500 each.



“Many, many dollars have been poured into new tools and equipment.”



“The reason why I mention all these cost figures is because I don't think a lot of people understand what we've had to do. We had to invest in all kinds of expensive tools and equipment to produce a low-price pen. You have to have big production figures to make up for this investment.

“Another thing, high production figures mean that the tools we use wear out

faster. That's another factor for even higher production.

“In 1954, when we started in the ball point pen business, Arrow Park was a pretty big place. We kind of 'rattled around' inside the place. But we've had to make room for the big tubs which mix up batches of ball point ink and the countless other pieces of equipment needed for the job. We don't 'rattle' much anymore.

“An interesting thing, I think, is the fact that we make actual writing tests of each batch of ink before it goes into Jotter refills. We fill a few small cartridges (like those in some competitive pens) and write them out to see how the ink flows. If it's a good batch—and they always are—then we put it into Jotter cartridges.

“This takes a special machine, too. The refill is not only loaded with ink and the grease follower, but its point is installed at the same time—automatically! All that's left to do is run them through a centrifuge to remove all air bubbles that might be in the ink. Air bubbles cause uneven ink flow if they're left in. A good whirl-around in a centrifuge takes care of that problem.



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"I believe I mentioned the new thinking we have had to do since beginning large-scale Jotter production. That's right, you know. We think in terms of long assembly lines turning out thousands of ball points an hour. We were accustomed to building pens which required threading together, gluing and careful adjustment.

"With ball points, everything presses together. The only thing that screws together is the cap and barrel and we do that with a power tool.

"Our thinking has become creative, also. We have a man up in Menomonie at the ink plant who devised and construct-

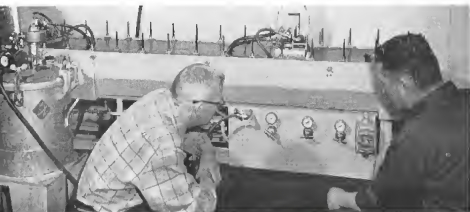
ed a machine for lacquering pen barrels four times faster than the old equipment. Our Sales division wants lithographing done on the barrels of Jotters they sell to industrial accounts and specialty jobbers. That's a big business which has helped our Jotter grow big.

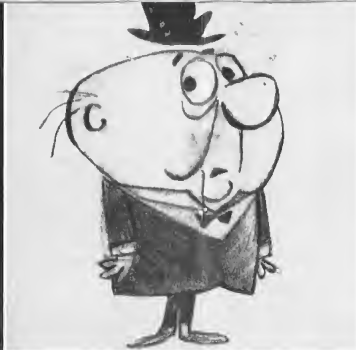
"That Menomonie employe, Larry Schroeder is his name, can turn out 6,000 units in an eight hour period with his new machine. The best we could do before was 800 to 1,000 every eight hours. He also devised a lacquer formula which achieves a considerable saving and dries faster.

"But, speed alone hasn't been our only consideration. We've had to plan for large areas for storage of complete displays packed with merchandise. We didn't have to do that before the Jotter. And we have had to compile and pack orders which are a lot bigger, individually, than they used to be. Recently we shipped over 1,000 pounds of merchandise to Hong Kong—a lot of it T-Ball Jotters.

"That's the story. We've changed considerably since 1954. Changing merchandising conditions have caused it and we don't think it's over yet. We know there is a whole lot of changing still to come."

"We think big,  
and creatively  
—we've changed."





## *Merchandising with prestige and character*

Two men—one real, the other highly unreal—will help herald the coming of Parker's annual May-June sales program. Neither will be named yet one has helped shape our destiny and the other could easily become a household character. One is on ex-president, elder statesman and revered public servant. The other is a figment of Hollywood's zesty imagination.

They are both part and parcel of a many-faceted program designed to reinforce Parker dealers during the May-June season. Other ingredients of the program run the gamut of advertising resourcefulness. Altogether they form a solid assault designed to appeal to all age groups and all price points.

But, getting back to the two men, they help represent two bold steps in Parker's master merchandising plan. Continuing its eminently successful celebrity ad series, Parker proudly announces that the renowned gentleman pictured top left has consented to appear in a full-page color portrait ad on the Parker 61 Capillary pen. Typical of this series, the celebrity remains unnamed. The ad is scheduled for a late May issue of **Saturday Evening Post**. (Characteristic of the man, his fee is being handed over to the Boy's Club of America at his request).

The other pixyish-looking fellow—also unnamed, but only because no one has dubbed him with one—is destined to be mimicked in homes all across the land. He is the main character in a new series of TV spot commercials scheduled to enter 14 million homes each week for 13 weeks.

His appeal is threefold. He sparks humor, introduces a new type of "Mixmaster language" and pinpoints a common problem—ball-point pens that skip. For instance, one chapter of his commercialized life shows him, in obvious anger, tying his ball-point pen to a huge rock. When asked "What's wrong?" he shouts: "My small joint hen bips . . . my fall boint spen quips . . . flips . . . pips . . . Ooooo!" He then heaves the rock, with pen attached, into the ocean! After being pacified, straightened out and sold on the T-Ball Jotter, the commercial shows him smilingly urging viewers to "Bet the Barker 3-Ball Spotter!"

This bit of juxtaposition with words is at first startling, then titillating, then contagious. The over-all result is a solid impression, the Holy Grail of any advertising effort.





## Eversharp's Sharpest

### Air Minded

May I suggest the use of "Oxygen Fountains" to combat fatigue, headaches, loginess—and improve alertness and safety factors. We could use one in the Nurses' HQ at Arrow Park and Gen'l. Office Bldg.

The military forces (particular Air Force) and Athletes use pure oxygen to good advantage. Maybe Parker would have a safety first in the field of Industry.

Anonymous

**Reply:** The suggestion is appreciated. But there seems to be no apparent need for such a service in our particular type of operation.

### Clean Minded

Can't something be done to eliminate the ever-present white powdery dust on the office floors? It sure makes a mess of shoes and trouser cuffs.

(Through publication, this problem is called to the attention of the people concerned.—Editor)

### For Whom the Bells

Is there any reason if you are calling some one by the gong or bell system that it could be shortly before or after the music period (at Arrow Park). Seems it never fails. When the music commences the gong has to ring most of the same time. Then when the blanking die is in operation along with the gong and music, you could fairly pull your hair out—and I don't call it old age.

A Music Lover

**Reply:** Unfortunately, there is no control over the "Code Call" system. Eleven people listed in the directory are assigned "code call" numbers. To reach them anywhere in the factory, the caller simply dials 8 and the code call number. To answer, the respondent merely dials 7-297 on the nearest phone.

When The Eversharp Pen Company became a subsidiary of Parker, an early decision had to be made: pick an advertising agency. Eversharp picked Benton & Bowles. Big, and wise in the ways of modern marketing, Benton & Bowles is rated sixth in the lineup of agencies in terms of dollars (about \$100 million a year). In other categories—aggressiveness, client service, selling savvy—Benton & Bowles must rate, along with Parker's Tatham-Laird, at the top of the heap.

Headquarters for the agency is the new chrome and stone skyscraper at 666 Fifth Avenue called the Tishman Building. Benton & Bowles occupies six floors with 1,000



smart-looking people engaged in the commercial art form of persuading people to buy things. Researchers, writers, artists, TV experts and statisticians are to be seen everywhere.

Top Benton & Bowles guy for Eversharp is vice president David G. Watrous, no stranger in these parts having worked as Parker salesman, advertising manager, and account executive. Benton & Bowles-man Bren Kelly acts as account executive. Both work hand in busy hand with George Eddy, Eversharp marketing vice president, and until recently Parker advertising manager.

The bluebook on the agency informs us that it dates back to 1929 when William Benton and Chester Bowles set up partner-

ship. They were joined by a third, Atherton Hobler, in the early days. Mr. Hobler is the sole survivor, Benton having left for the educational field and Bowles having gotten into politics.

Twenty-two clients ranging from the very big to promising smalls are listed. These include General Foods, Procter and Gamble, Carling Beer, Philip Morris, Johnson Wax, Western Union, Borden, Schick, and, to be sure, Eversharp Pen.

One-third of the 22 spend less than a million a year for advertising. Significantly, one-half of the agency's total business has been developed on products in which Benton & Bowles was in on from the start.

## Group Studies Report Writing

These and several more employes of Parker Pen met seven times during March and April to hear Prof. George R. Sell (standing) relate the theory and application of technical report writing. Prof. Sell is an engineering professor at the University of Wisconsin and his services in conducting the report writing course were arranged by the company's Personnel department.

As part of his instruction, Prof. Sell analyzed and evaluated reports written by individuals in the group. Each meeting lasted from two to three hours.



## Heavy Entertainment



It took some strong tugging and pulling to move a one-ton electronic "brain" from the third floor of Parker's General Office building to a spot in the Parker exhibit at the recent YMCA Industrial Show. The big machine is shown here being pulled into the Y building.

An IBM accounting machine, the "brain" typed out a story about the Parker exhibit and about itself as spectators stood in awe. It even drew a picture of Parker's new corporate symbol!

Some 8,500 people saw this phase of Parker Pen in action and many carried home a copy of the story being told.

## Departure Date

It will soon be "all aboard" and "bon voyage" for the 80 Parker folks packed and ready for a three-week tour of Europe. Throughout the planning time, there have been such necessary formalities as inoculations, passport photos and arranging loans. But these are past now and each and every one looks forward to boarding the big DC-6 on the evening of June 20.



John Mack  
David H. Gullett  
Graham Butler  
George Wright



Russell Livingston  
Arthur Foster  
John Dawdy  
John Francis



John Gibb  
George Whiteside  
James Stauff  
A. B. Southworth



Henry Prust  
Wallace Kaiser  
James Rich  
Carl Rhodes



Edward Wold  
Lloyd Hayes  
Joseph Crawley  
William Yockey



## Domestic Sales Gears Up For Fast Action

The past decade has seen several important changes in the structure of the writing instrument market, as well as in writing instruments themselves. Parker Pen has introduced a ball point pen and a Liquid Lead pencil. With these products, the wholesale distributor and the industrial and specialty buyers have become far more prominent in our sales picture.

As a result, a reshaping of Parker Domestic Sales Division became necessary and this will be done over the next seven months, according to an announcement made recently by John Mack, assistant vice president in charge of domestic sales.

Mack reported a realignment of personnel and positions during a special meeting one evening at Janesville's Monterey Hotel. Pin-point spot lights and rear-projected photographs added dramatically to the occasion, evidencing the importance of the changes. In those changes:

John Mack takes up the title of assistant vice president and director of domestic sales and advertising.

David H. Gullett, currently sales manager of the eastern half of the U. S., will return to Janesville as director of plans and policies—a new post.

Graham Butler, former administrator for the sales division, is named national retail sales manager.

George Wright, who has resided in Chicago while heading up the Central sales zone, moves back to Janesville as national wholesale sales manager, another newly created function.

Russell Livingston continues as industrial and advertising specialty sales manager.

Arthur Foster, an old hand around Parker sales, takes up duties in a newly created



John Mack in Spotlight

position. He will be special accounts sales manager.

John Dawdy becomes director of sales administration.

John Francis continues as director of Parker's service functions.

John Gibb will continue as director of military sales.

George Whiteside takes up an exciting new job, that of director of trade affairs.

James Stauff is named to the position of advertising manager.

A. B. Southworth continues to manage the sales production section.

Henry Prust becomes assistant to the director of sales administration.

Wallace Kaiser moves from the far west to the New England area to head a newly created sales section as Northeastern retail sales manager.

James Rich is named Eastern retail sales manager.

Carl Rhodes, son of a retired long-time account manager and a former account manager himself, takes up duties as South-eastern retail sales manager.

Edward Wold, formerly assistant to the Central zone manager, now becomes Central retail sales manager.

Lloyd Hayes, Joseph Crawley, and William Yockey drop the designation of "zone manager" to become Midwestern retail sales manager, Southwestern retail sales manager, and Western retail sales manager, respectively.



# YOUR DOODLES

## and what they mean to you

by HELEN KING

Part Three of a Special Series

"In recent years handwriting analysis has left the realm of the mystic arts and has grown in favor with psychiatrists as a diagnostic tool, a 'quickie' Rorschach, as it were, for the unconscious seems to shape the trail of ink we leave on paper in spite of copybook training and conscious control. And now, at last, the doodle is coming into its own as a respectable diagnostic tool . . .

"It would seem to have much to offer, for it is actually Rorschach in reverse. In it are combined the symbolic elements of the fantasy and the dream, yet it is an objective pictorial production made by the hands guided by the unconscious while the conscious mind is focused elsewhere. Thus it would seem that doodles provide unique opportunities for exploration of the hidden aspects of personality."

### Senator Karl E. Mundt

Karl E. Mundt, U. S. Senator from South Dakota, doodles a very strong arrow on a pedestal. The arrow is the sign of high hopes, aspirations and, when made with such force, indicates forceful hopes, forceful ambition.

Senator Mundt analyzed his own

doodlings in a note: "I have in mind the fact I hope these arrows may point in the direction of striking down the enemies of freedom and having America hit the target of promoting and protecting our basic American formula of political independence and competitive private enterprise."

And he is 100 per cent right! The subjects he has doodled reflect the basic problems of that day of work, and other days to follow.

SENATOR KARL E. MUNDT



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### Senator Margaret Chase Smith

An autographed doodle from Margaret Chase Smith, U. S. Senator from Maine! Mrs. Smith's scribble consists of three capital letters and one underscored name, "U S S—Maine."

Here is one Senator whose unconscious is ever on her State's needs. Maine may well be proud of its loyal representative who thrusts her home territory into prominence clearly, neatly and consistently.

The underscore is neatly balanced with three graduated lines carefully paralleled. Watching Mrs. Smith

SENATOR  
MARGARET CHASE SMITH

An autograph

Margaret Chase Smith  
U S S - Maine

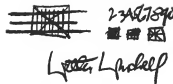
from the Senate Gallery, one is impressed with her quiet determination. Just as she underscores "Maine," keeping it in the fore, so does she make her presence felt with dignity.

### Walter Winchell

Walter Winchell, America's No. 1 Newsboy, doodled boxes—the sign of the man who is well adapted to the completion of an assignment. Notice the large box followed by three smaller ones.

Mr. Winchell promotes a large idea, then completes it via three other phases. This might refer to the

WALTER WINCHELL



Runyon Cancer Fund, the "large box," and the means of development in the smaller boxes.

The numeral "1" is omitted from the doodle, but is picked up in the first stroke of each "W" in the signature. Again, the completion of assignments. The pressure and rightward progression of the strokes all point toward a powerful individual, a man working toward the future.

(Condensed from the new book, "Your Doodles and What They Mean to You", by Helen King, published by Fleet Publishing Corporation, Grand Central Terminal Building, New York City, Price \$3.95.)

## Service Anniversaries

Twenty-five-year service anniversaries were observed in April by Jean Kapke, Foreign Sales Frances M. Havlicek, Final Assembly; Bertha Wolfe, Metals; Horace Hilker, Final Assembly; Ruth Barker, Shipping; and Ruth Williams, Shipping. Ruth Wilcox, Gold Nib, observes a 25th anniversary in May.

Edwin J. Malone, Metals and L. W. Schumacher, Molding, both observed 30th anniversaries with the company in April. Harry Horn, Gold Nib pellet room, celebrates his 30th year in May.

Anna Flanigan, Final Assembly, observed her 35th service anniversary in April, while Bert Hilton, Garage, and Charles Meyer, Gold Nib pellet room, reach theirs in May.





**Parker's Black Ink**  
Not available



**Parker's Mucilage** Not available



**Parker's Self Copying Ink** Not available



**Parker's Red Ink** Not available



### Banker's Safety Ink

There is not a better brand on the market than the one that would not be used by the most careful and most successful business men. It is the only ink that will not be affected by fire, water, or any other liquid. It is the only ink that will not be affected by any other liquid. It is the only ink that will not be affected by any other liquid.

### Parker's Combined Writing and Copying Fluid

Quart bottle, each \$2.50. Wholesale price, \$1.50 per dozen.



### Carbon Paper

Not one person in a hundred understands the modern method of using Parker's Carbon Paper. It is the only carbon paper that will not be affected by any other liquid. It is the only carbon paper that will not be affected by any other liquid. It is the only carbon paper that will not be affected by any other liquid.



### Parker's Fountain Pen Ink

Essentially prepared for use in Fountain Pens. Put up in 4-ounce bottles. Each bottle packed in a handsome colored box with attractive letterhead label.

**PARKER'S WRITING FLUID IN QUART BOTTLES** Price 75c. per bottle retail. \$4.00 per dozen wholesale.

4. Size, Tuxedo Bottle, \$1.25 per dozen. 10. Size, Tuxedo Bottle, \$1.25 per dozen.



In the very early days of The Parker Pen Company, it was more than a pen business. Parker's brand name appeared on mucilage, glue, carbon paper and copying fluid. "The use of carbon paper," touts this advertisement from 1902, "saves The Parker Pen Company hundreds of dollars a year." Additionally, the Parker ink of those days "flows freely, writes a deep blue changing to an intense permanent black and will never fade."

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